LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. FSI-112 - (ULTRA LOW TAR) - Req. No. M28611 - Page. 4/C - (8 x 10 13/16 inches)
Printed in U.S.A.
FSI, 1992
Sacramento - P.O. Box 23017

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...ULTRA LOW TAR SMOKERS...

TAKE THE ULTIMA CHALLENGE. 2 FREE...

WITH PROOF OF PURCHASE

If you are looking for a new way to smoke at the lowest levels of tar and nicotine, try new Merit Ultima. Only 1 mg tar but with a smooth, easy draw and a super light taste you'll like. For your 2 free packs send proof of purchase from your current brand today.

THE ULTIMATE LOWEST FROM MERIT.

NEW MERIT ULTIMA™

SURPRISINGLY FLAVORFUL AT 1MG. NEW SURPRISINGLY FROM MERIT.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Kings: 1 mg "tar," 0.1 mg nicotine—100's: 2 mg "tar," 0.2 mg nicotine av. per cigarette by FTC method.

We will send you two free packs of New Merit Ultima,™ Kings or 100's. Send us one UPC from a pack or carton of the brand you currently smoke, fill in the information below and send this form to: Merit Free Pack Offer, P.O. Box 23017, Kankakee, IL 60902-3017.

*Name*_____

*Address*_____

*City*_____ *State*_____

*ZIP*_____ *Date of Birth*_____

*Signature*_____
(Required)

By signing this, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and information in the mail, subject to applicable state and federal law. Purchase of 10 packs (or carton) required. Offer expires 3/30/93 or while supplies last. Limit one per person. Limited to residents 21 years of age or older. No facsimiles accepted. Offer void in Minnesota and where otherwise prohibited. Offer good only in U.S.A.

*1. What is your regular brand of cigarettes—that is, the brand you smoke most often?*_____

2a. Is your regular brand...? (Check one)
☐ *Regular / King Size* ☐ *100's* ☐ *120's*

2b. Is your regular brand...? (Check one)
☐ *Soft Pack* ☐ *Box*

2c. Is your regular brand...? (Check one)
☐ *Lowest / 1 mg* ☐ *Light / Mild* ☐ *Full Flavor*
☐ *Ultra / Extra Low Tar* ☐ *Medium*

2d. Is your brand...? (Check one) ☐ *Menthol* ☐ *Non-Menthol*

2e. Is your regular brand...? (Check one) ☐ *Filter* ☐ *Non-Filter*

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"Ultra Low Tar Smokers" E.S.I.

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